

**16 January 2019**

**The SimplyBiz Group plc**

("SimplyBiz" or the "Group")

**Over 2,300 advisers adopt SimplyBiz's Centra system**

The SimplyBiz Group plc, the leading independent provider of compliance and business services to financial advisers and financial institutions in the UK, announces that over 2,300 advisers have adopted Centra in the nine months since launch. Centra is a new end-to-end financial planning system designed to help advisers provide a quality, comprehensive and compliant financial planning journey for their clients.

Centra, which took over twelve months to develop, offers the Group's members access to an integrated suite of tools covering the full range of adviser planning needs. The system includes; integrated goals-based financial planning tools, product research, suitability reports and a complete centralised investment process, backed by an independent investment committee. The platform was designed and engineered following feedback from SimplyBiz members seeking a more streamlined process for providing advice, and a one-stop-shop for all their reports and tools.

***Commenting on the announcement, Matt Timmins, Co-CEO of SimplyBiz, said: "The most important aspect of Centra, and the reason it has been so widely adopted, is that it was designed and created based on the feedback of the firms who use our services. Advisers told us they wanted greater efficiency in the advice process, and support to deliver a better customer experience. Centra delivers on both of those requirements, and I am certain that the number of users will continue to grow in the coming months and years. This delivers to clients the perfect marriage of quality personal financial advice and cutting edge technology."***

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**About SimplyBiz**

With over 3,600 member firms in the UK, The SimplyBiz Group is a leading independent provider of compliance and business services to financial advisers, including directly authorised IFAs, directly authorised mortgage advisers, workplace consultants and directly authorised consumer credit brokers. It also provides marketing and promotion, product panelling and co-manufacturing services to more than 135 financial institutions, through access to its membership.

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